



# Action Agenda Implementation

Leadership Council | March 31, 2009

**PugetSoundPartnership**  
our sound, our community, our chance



# Our Charge

## Partnership Established July 2007 (RCW 90.71)

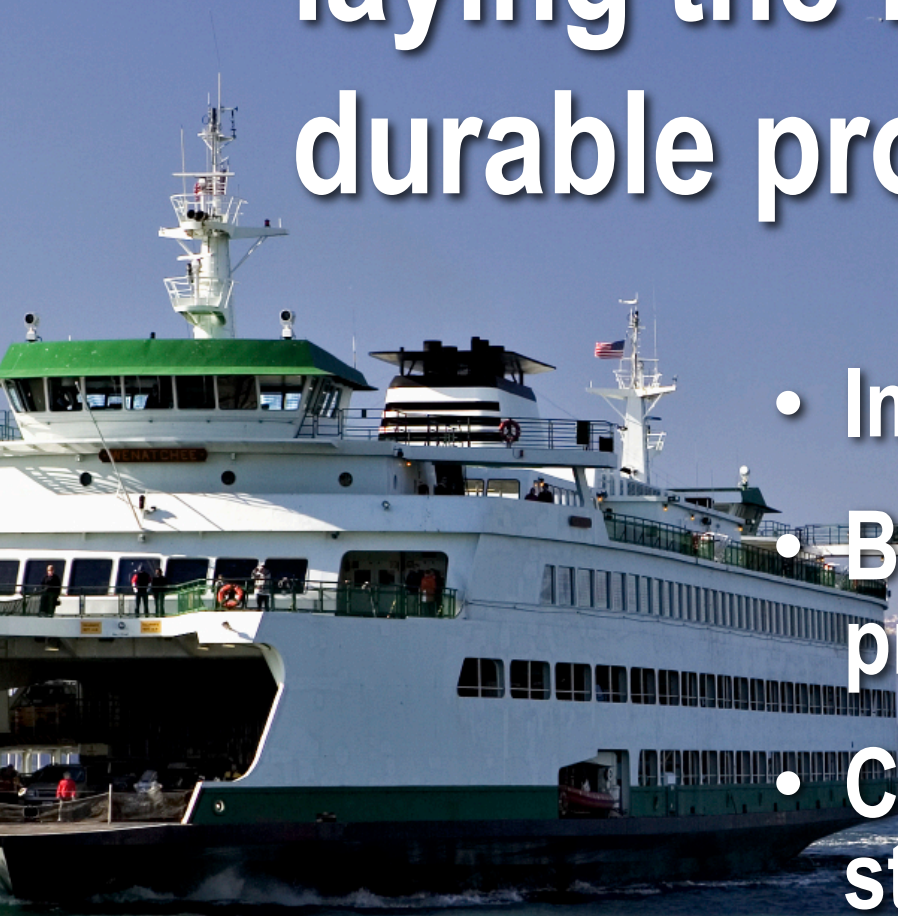
### *Three major initial charges*

1. Create a single, unified Action Agenda based upon science to guide the protection and restoration of Puget Sound by 2020. ✓
2. Raise public awareness regarding threats to the Sound and channel energy and resources into necessary actions.
3. Hold the entire system accountable for results



# 2009 = Implementation and laying the foundation for durable progress

- Implement near-term actions
- Build and roll out accountability program
- Communicate with public, stakeholders, and between Partnership staff and boards





# Setting the Context

- Action Agenda contains hundreds of actions, projects, and policy proposals
- Thousands of local, state, federal, tribal, non-profit, and volunteer implementers
- More and different things need to be done but a lot of good work has been happening for years. We need to honor this history while pressing for change when needed
- We are being challenged to enhance existing efforts and add value.
- PSP has a strong and clear role in state activities.
- Federal, local, and tribal participation dependant on aligning resources, effective communications, belief that the Action Agenda will work
- Local actions key to our success – but requires strong support, coordination and resources



# 2009 – 2011 Work Priorities

1. **Integrate** Action Agenda into local and regional restoration, protection and pollution control programs and efforts.
2. **Implement** key actions in the Action Agenda with PSP playing a variety of roles:
  - a. Lead– executive role of running project or process
  - b. Fund – appropriator role of providing resources (directly or indirectly) to others to implement key priorities in Action Agenda
  - c. Support and highlight existing good efforts
  - d. Convene key players to advance key issues
3. **Build** a foundation for success
  - a. Performance Management- Accountability
  - b. Public Engagement and Communication
  - c. Implement Biennial Science Work plan
  - d. Fix monitoring



# Assets

- Puget Sound
- Right people
- Strong and compelling plan
- Partner designation process
- State budget role
- Convening power
- Funding advocacy and influence
- Investment influence
- Science
- Engaged parties
- Foundation for Puget Sound
- National spotlight





# Our Work

- Identify and prioritize actions
- Focus activities on top priorities
- Drive funding and resources to top priorities
- Maintain ecosystem perspective
- Force accountability for actions and results
- Engage the public



# Local Integration Approach

- Build from integration task force recommendations
- Conversations with stakeholders
- Identify local groups
- Establish role, scope, deliverables
- Reach agreements on priorities, structure, support and reporting





# State and Federal Agency Approach

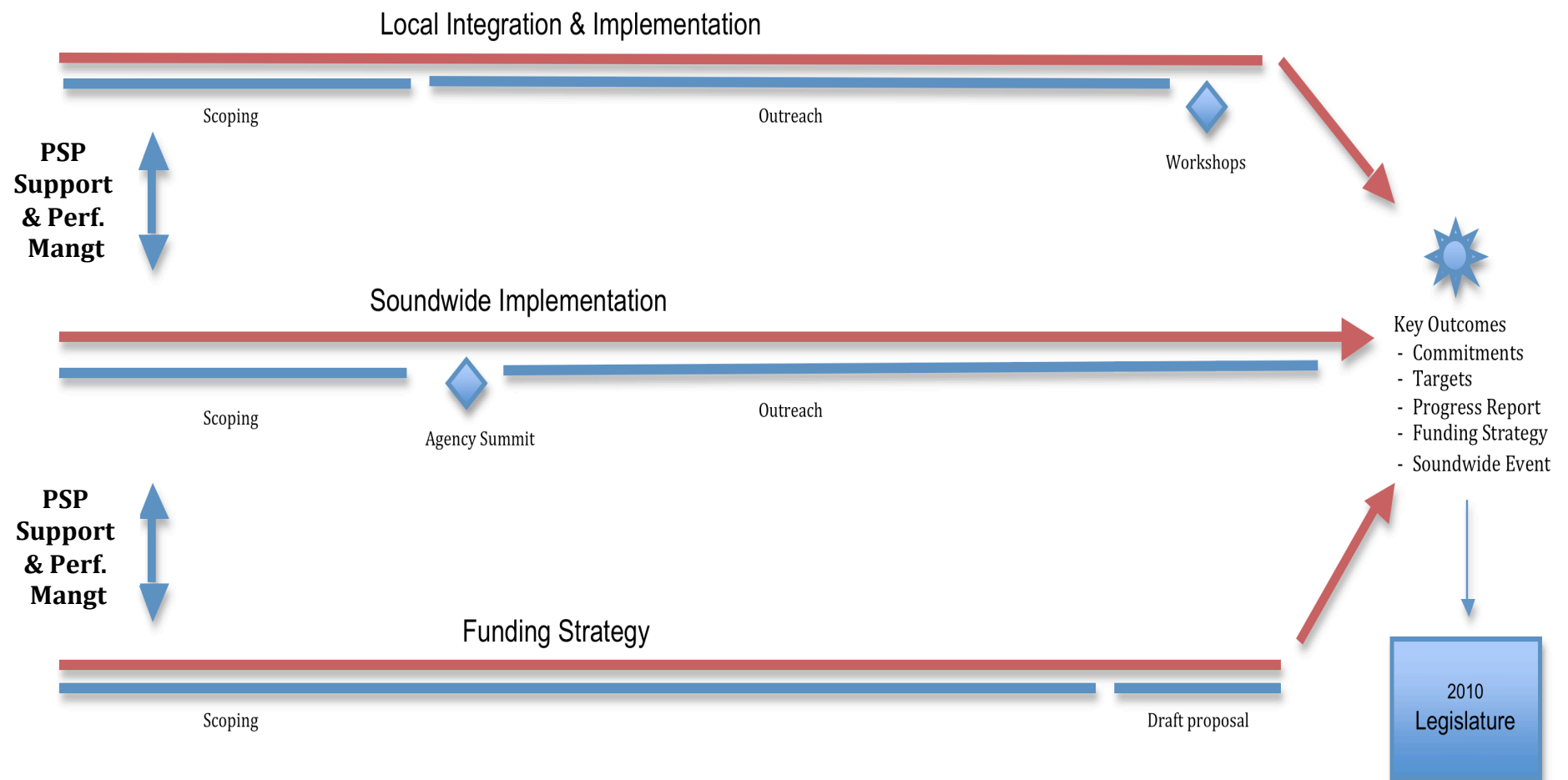
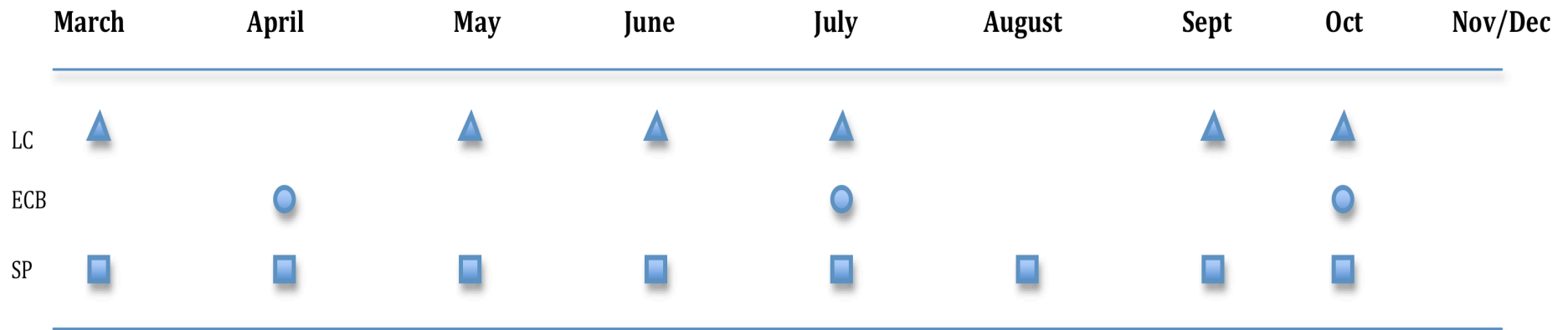
- Initiate discussions with state and federal implementing organizations
- Identify leads for near term actions and ongoing actions
- Identify contributors to near term actions and ongoing actions
- Define a process and timeline for defining commitments (actions) and developing performance measures.



# Action Agenda Funding Strategy

- Substantial increased investment is critical for the implementation of the Action Agenda
- Funding should be shared by Federal, State and Local sources
- Three approaches:
  1. Leverage existing funding
  2. Raise new revenue at the state, regional, federal levels
  3. Use incentives and ecosystem market based mechanisms







# Spending Existing Funding Wisely

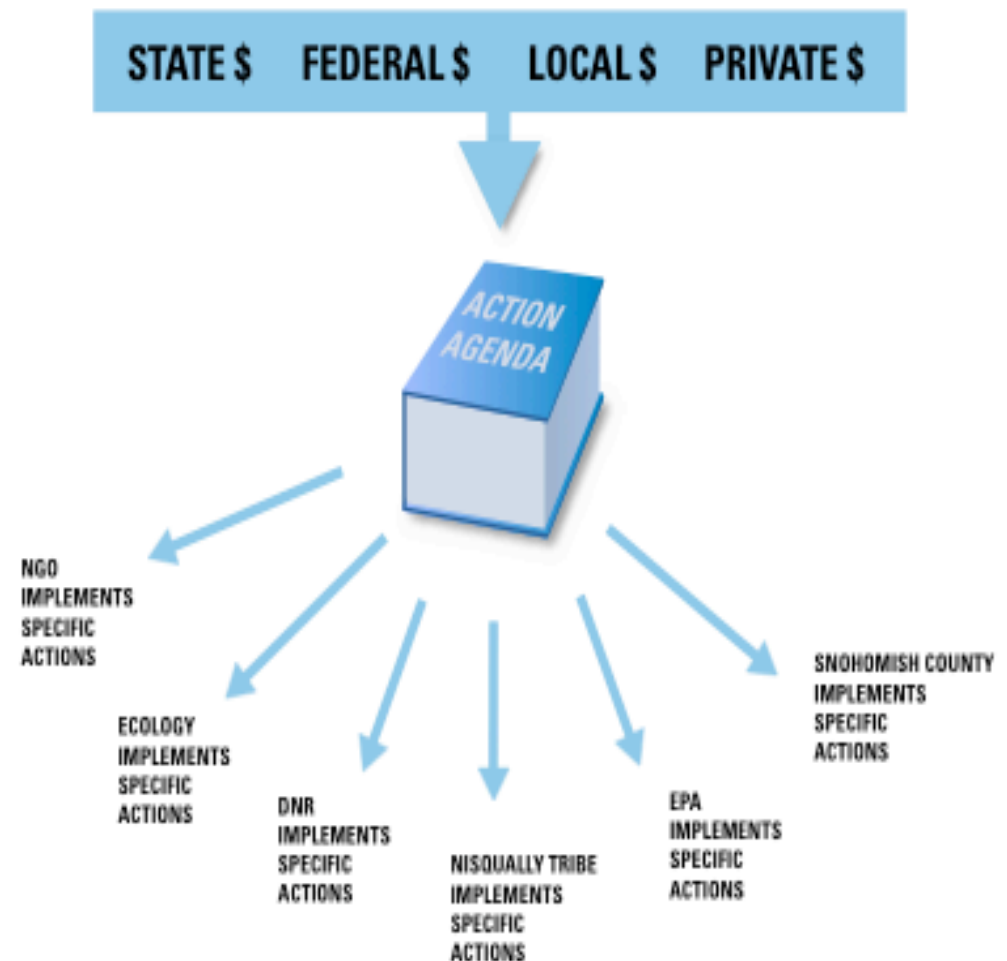
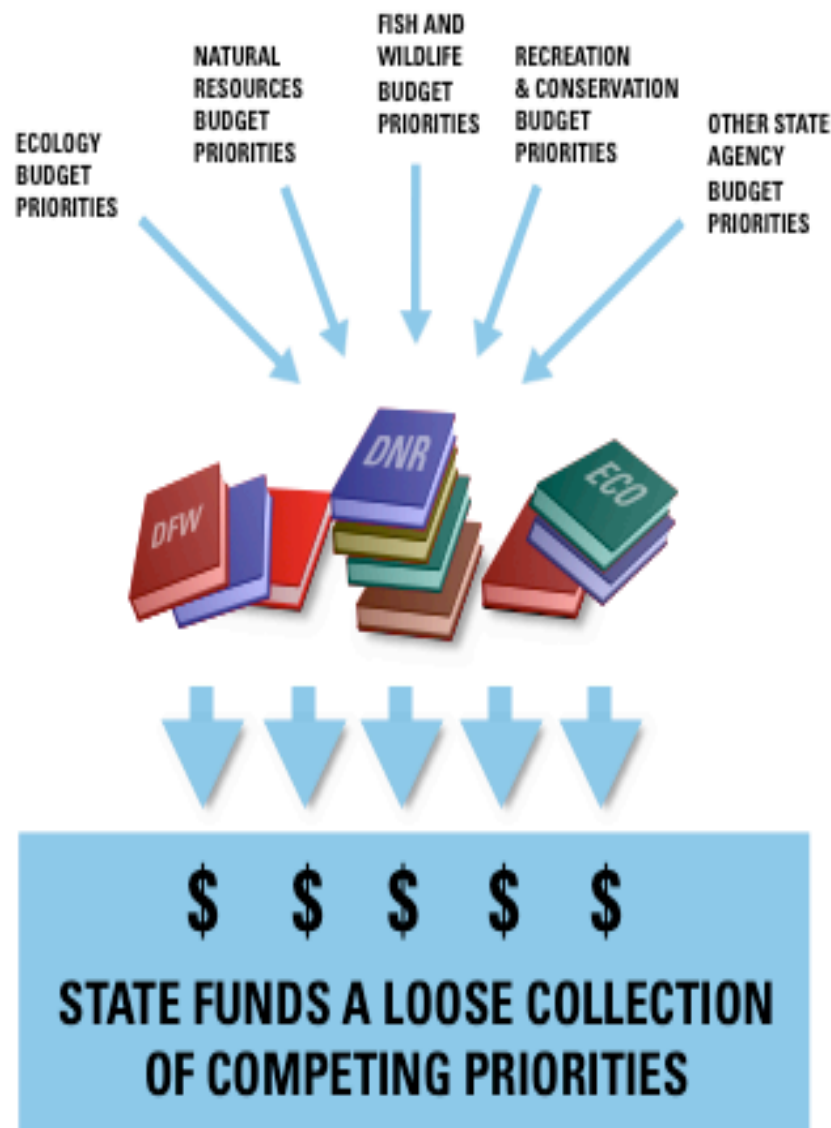
- Ensure through Performance Management system that actions are aligned and dollars tracked and performance measured.
- Work with state grant and loan programs as required by statute to insure that programs and projects:
  - Are not in conflict with the Action Agenda
  - Fund projects referenced in the Action Agenda
  - Provide preference for Puget Sound Partners as designated by the Partnership
- Prepare for 2010 supplemental and 2011-13 Biennial budget process



## FORMER FUNDING METHOD

vs.

## PROPOSED FUNDING METHOD





# Existing Revenues

- Process to allocate additional federal funding to implement high priority actions.
- Look for and apply for federal funding opportunities for high priority actions in the Action Agenda.
- Spend state money where it will have the most impact



The background of the slide features a scenic landscape with a dense forest of tall evergreen trees on the left, reflected in a calm body of water that stretches towards the horizon under a clear blue sky.

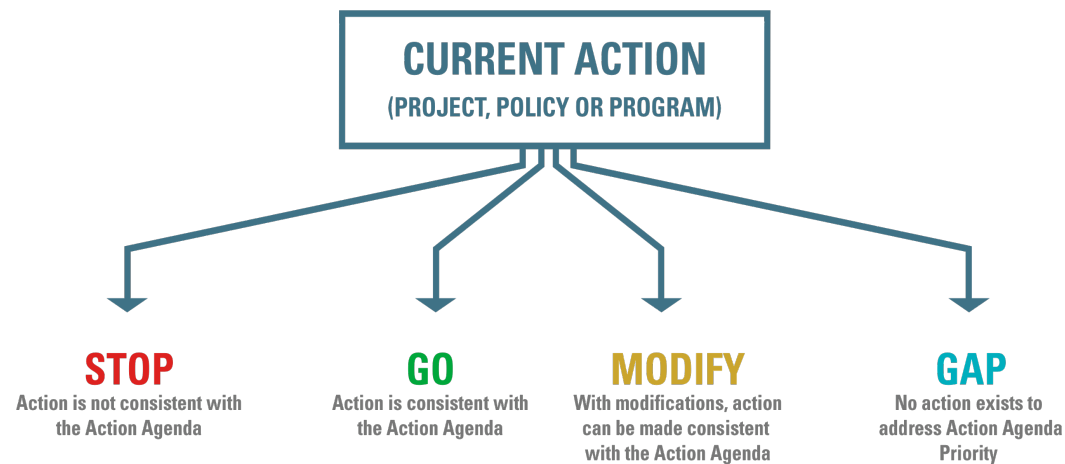
# Process For Acquiring New Funding

- Work in conjunction with implementers to refine overall funding needs and sources.
- Assess existing sources against current and future work
- Stimulus

# Funding Alignment Process

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## ACTION AGENDA ANALYSIS OF CURRENT WORK



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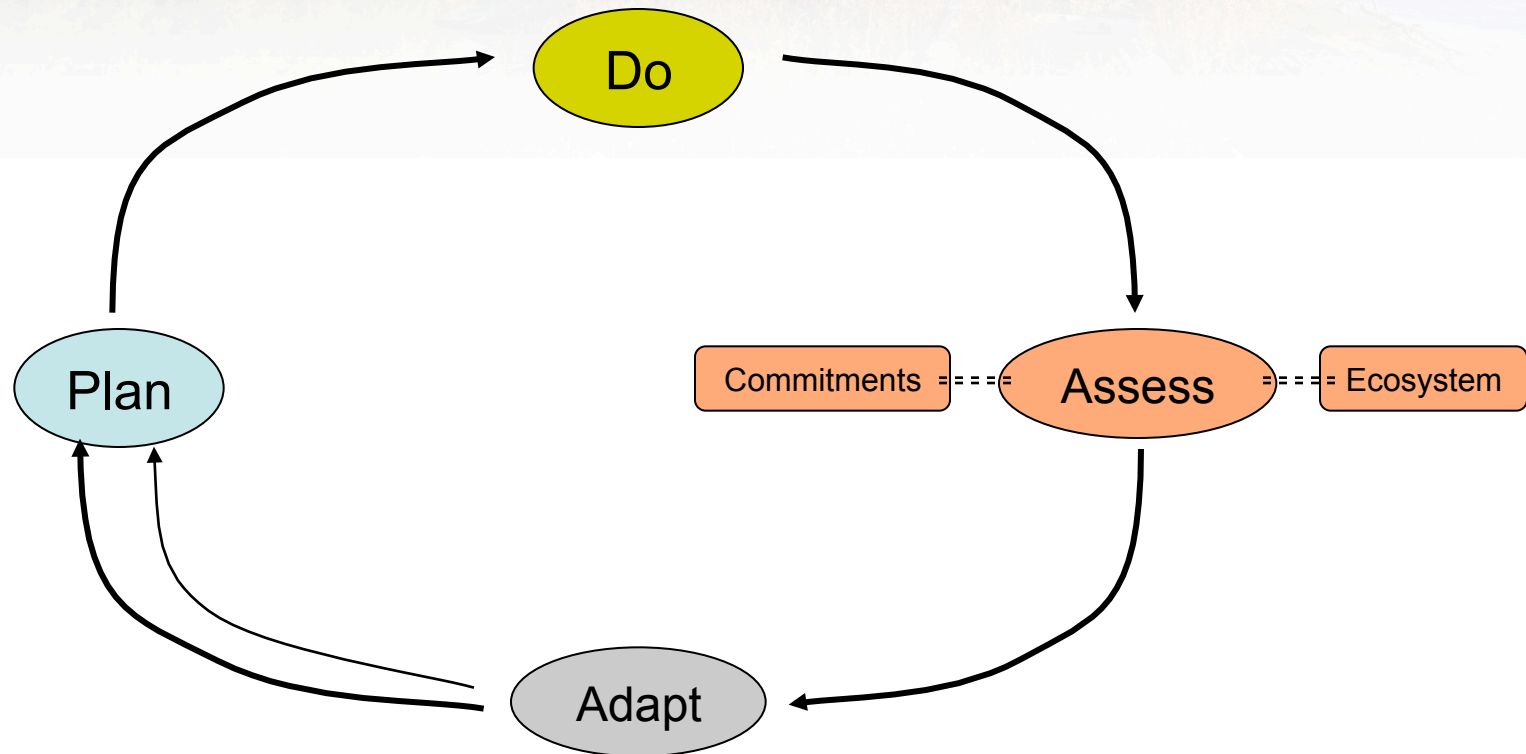




# Making It Happen

- Scope regional funding options with local communities
- Seek regional consensus on legislation
- Work with legislature over summer and fall of 2009
- Finalize negotiations on concept and enter 2010 session with consensus

# Performance Management Implementation Framework



# Performance Management Implementation Components

## Plan

- Provide a goal that can be measured
- Articulate a set of activities that can be tracked
- Provide links between goals and activities
- Gain buy in from implementers
- Create an information management strategy

## Do

- Implement activities
- Track and report progress
- Provide a system to hold the data

## Assess

- Build capacity for analysis
- Provide a forum and format for reporting out findings

## Adapt

- Change strategies and actions based on analysis





# Performance Management by Nov 1

- Report on Ecosystem Health
  - Baseline report using a subset of provisional indicators
  - Process and timeline for more complete indicator set
- Identify Intermediate Outcomes for Puget Sound
  - ~10 policy-based outcomes that link actions to ecosystem results (Example: xxx acres of estuary habitat restored)



# Performance Management by Nov 1

- Near-term actions to meet outcomes
  - Local and regional actions
  - Responsible party
  - Performance measure for implementation
  - Timeline for action
  - Commitment to implement and report back



# Performance Management by Nov 1

- System to implement and account for actions and outcomes
  - Part 1: PSP contributions (list not complete):
    - Assistance with local capacity
    - Problem solving (coordination, facilitation, convening, etc)
    - Implementer reporting structure and process
    - Local implementation structure clarification
    - Funding
    - Overall stakeholder outreach and engagement strategy
    - Information and data management system (AIMS and other)





# Performance Management by Nov 1

- System to implement and account for actions and outcomes
  - Part 2: Overview of Adaptive Management Cycle
    - Clarify roles, processes, decision points and updates for the Action Agenda and actions
    - Outline of ecosystem monitoring plan
    - Links to scientific work that informs policy



# Timeline

- March 31: LC briefing and guidance
- April 23: ECB briefing and guidance
- April – May: Input from stakeholders
- May: Implementation strategy finalized
- Nov 1 – Progress report, Key Outcomes



# **PSP – Current Implementation Focus**

## **Capacity, infrastructure, agency operations**

- Structures, strategies and processes to support AA implementation
- Agency core functions, staffing alignment
- Capacity issues and gaps
- Strategic working relationship with and among LC, ECB, SP, PSSRC, Foundation, others
- Data and communication infrastructure

## **Accountability**

- Performance management system

## **Funding**

- Refine overall funding strategy – existing revenues, new revenues, priorities for investments, accountability





# **PSP – Current Implementation Focus**

## **Science**

- Work with Science Panel to complete Strategic Science plan

## **Emerging issues and opportunities**

- Identify and pursue appropriate emerging issues and opportunities
- Refine criteria for issue engagement; capacity for response

## **Facilitation with partners**

- Refine and implement integration concepts, structures with local stakeholders
- Advance implementation commitments with state and federal agencies
- Key partnerships – PSNERP, MPAs, Coastal & Oceans Task Force
- Critical ongoing work: Salmon Program, Liaison Program,
- Outreach: Build network, increase engagement/action